

# New Theater Opens on Broadway

## Celebrities to Greet Oaklanders at Newsreel Show

A definite step forward for Oakland, its the opening tonight of the New Newsreel Theater on Broadway near Twelfth Street. The theater will open with many celebrities present.

Manager and news editor, Buckie Williams, announced that contracts were signed last week assuring Oaklanders of the best product the five major newsreel companies have to offer.

Special issues of newsreels will be screened tonight. These will include personal greetings to Oakland from Graham MacNamee, Lowell Thomas, and a message from the entire staff of the Pathe News.

With football season approaching New Newsreel Theater will show the pictures of the games minutes after the game is over. A battery of telephoto and other special cameras manned by experts will cover these games for the Newsreel Theater. Also local coverage of news will be maintained. "Scoop" pictures of spot news such as fires, accidents, etc., are assured through an offer being made to owners of 16mm cameras. Any such pictures taken which are acceptable for exhibition, will be paid for at the regular commercial footage rate, Mr. Williams announced.

Many conveniences are featured in the theater. Among these are a reading room with the latest newspapers and magazines; a writing room with complete equipment. Seats are of the new body-form type comparable to the average loge seat.

# Officials to

# Attend Theater

TRIB D AUG 12 1941

Construction of the new Newsreel Theater, located on Broadway at 12th, is being rushed in order to complete the building in time for the opening at 7:00 p.m. this Friday.

Manager Buckie Williams is working a 12-hour shift in order to see that all the sound equipment, radio booths and other unique facilities are ready by then.

Contracts were signed last week guaranteeing Oakland theater-goers the latest in newsreels direct from the five major companies. Plans have been made for a gigantic opening night program which will include a special broadcast over KROW, the presence of Oakland city officials, and a special program of newsreels.

# Oakland Greets News Theater

**New Movie House  
Equipped to Run  
Latest Newsreels**

Official Oakland again donned its top hat last evening for formal greetings to a new theatrical enterprise, the occasion being the premiere of the Newsreel Theater at Twelfth and Broadway.

Under construction for some time, the Newsreel, another in the chain of Aaron Goldberg, is a handsomely decorated small-capacity house dedicated to newsreels exclusively.

It is equipped with a radio broadcasting room, news ticker machines, maps and various other news gathering implements, and, in the auditorium, possesses a seating arrangement designed for convenience as well as comfort. Decorated tastefully, it is a compact little theater with excellent sound and unimpaired screen vision from all seats.

The opening bill limited the formal congratulations to prepared statements from Lowell Thomas and Graham McNamee, and promptly settled down to the business of serving the news through a variety of clips culled from the various newsreel agencies. "War in the Desert" was the special item on the opening bill, a moving portrait of the British campaign in Libya, narrated by Quentin Reynolds.

Bucky Williams is the manager of the theater.

# Newsreel Has Its Inaugural Presentation

TRIB C AUG 17 1941

Diversified Program

Submitted to Throng

At Opening of House

By WOOD SOANES

The Newsreel Theater had its birthday party during the week-end and it is doubtful if the arrival of the Dionnes in chilly Callendar created any more excitement than the presence of arc lights and a new marquee at Twelfth and Broadway on Friday night.

Aaron Goldberg, operator of the theater which is part of a chain established in San Francisco, has been marshaling reconstruction forces on the theater building for a couple of months now and the results of his efforts when unveiled disclosed a cosy little auditorium, tastefully decorated and equipped with all the latest gadgets for the euphonious handling of sound films and the comfort of the customer.

Apart from the radio fanfare and the arc lights, part and parcel of all theater premieres these days, the Newsreel settled down to business quickly under the management of Buckie Williams. The start was advertised for 7 p.m., and it got under way on the dot with a well-organized group of newsreel subjects ranging from war to fashions and including bathing girls, horse races and celebrities.

Two particularly interesting items on the opening bill were a pictorial view of the Libyan campaign narrated by Quentin Reynolds, carrying it from the beginning to the first success of the Australian troops before the Hitler legions swung into action; and a step-by-step account of the

making of a news reel, tracing its course from the editorial rooms to the field, through the laboratory and onto the screen.

High mark from news value viewpoint were the releases showing the meeting of President Roosevelt and Premier Churchill on the high seas.

The Newsreel is equipped with a broadcast room and lounging rooms below the lobby, a foyer equipped with the various appurtenance of newsgathering, and an interior decorated in maps and illustrated with subdued lighting. The theater got away to a flying start with a program of some 55 topics, condensed into a sixty-minute show.

# Special Program of Recent Events Will Be Offered to Signalize Successful Year

TRIB D AUG 14 1942

## Every sort of Communication System Is Used to Bring Last-Minute News to Patrons

This week the New Newsreel Theater will celebrate its first anniversary. A special program commencing tonight will mark the event. It will denote a year of service to the people of Metropolitan Oakland in newsreel reporting.

During this year the newsreel has come into its greatest sphere of importance. Eight months of it have seen the United States at war in a world wide conflict. Motion picture cameramen now are scattered all over the earth, risking their lives on a dozen battle fronts that newsreel patrons may view thrilling pictures of history in the making.

### USE ALL SYSTEMS

All communication systems have contributed their part to the success of the New Newsreel broadcasting station is in the theater. A newspaper teletype machine in the patrons' news room records the news as it comes over the direct wire. Newspapers, magazines, reference facilities and latest periodicals are provided for the convenience of patrons in the lounge.

Two men have co-ordinated the many services and provided the

spark which gives life to Oakland's New Newsreel as well as the San Francisco Newsreel, next to the Warfield. They are Aaron Goldberg, owner of the circuit which bears his name, and "Buckie" Williams, young "veteran" of the motion picture industry, who doubles as manager and editor-in-chief.

### BLENDING NEWS

Blending the news for a Newsreel show is a considerable task. Each week as newsreel shots come in by plane, Williams, his assistant, William Cohn and Henry Meyer, cutting specialist, assemble the show. The result is a compact presentation of the outstanding news of the week, skillfully cut to the approximate one-hour program which is the rule at the New Newsreel Theater.

Built for the exclusive purpose of showing newsreels, the theater is equipped with every latest device for the presentation of news in picture and sound.

New shows start every Friday at 6 o'clock, showing daily continuously thereafter from 9 a.m. until midnight.